



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Akio IJIMA	Application No.:	10/699,498
Filing Date:	October 31, 2003	Confirmation No.:	3133
Examiner:	Andre D. BOYCE	Attorney Docket:	860.1003
Art Unit:	3623	Customer No.:	23280
Title:	SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS		

Mail Stop: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

October 5, 2007

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated July 6, 2007, please reconsider the above-identified patent application based on the following: